IN THE CLAIMS

This listing of the claims should replace all prior versions:

1.   (Currently Amended) An apparatus for event-driven content analysis of an audio interaction captured in a call center, within a computerized system having a processing unit and a storage unit, the apparatus comprising the elements of:

an audio or video recording device for recording the audio interaction and obtaining an interaction media;

a pivot spot defining component for automatically marking an at least one time position in the audio interaction that indicates the occurrence of an at least one pre-defined event or data item;

a first audio analysis component;

a region of interest defining component for defining an initial region of interest, by determining the time limits of an at least one segment of the audio interaction, the segment containing the time position of a pivot spot, and for activating the first audio analysis component on the initial region of interest for dynamically reducing the time limits of the initial region of interest to obtain the region of interest; and

a second audio analysis component for analyzing the region of interest of the audio interaction,

wherein the first audio analysis component and the second audio analysis component are selected such that the second audio analysis component requires more computing resources than the first audio analysis component.

2.   (Currently Amended) The apparatus of claim 1 further comprising a content analysis input selector component to determine an at least one input or parameter for the first audio analysis component or the second audio analysis component.

3.   (Currently Amended) The apparatus of claim 1 further comprises an analysis type selector component to identify and to select the first audio analysis component or the second audio analysis component.

4-8.   (Cancelled).

9.   (Currently Amended) The apparatus of claim 1 wherein the first <u>audio</u> analysis component or the second <u>audio</u> analysis component is an audio analyzer component for analyzing audio elements of the interaction data.

10.   (Currently Amended) The apparatus of claim 1 wherein the first <u>audio</u> analysis component or the second <u>audio</u> analysis component is a computer telephony interface events analyzer component for analyzing at least one computer telephony integration event occurring during the interaction.

11.   (Cancelled).

12.   (Previously Presented) The apparatus of claim 9 wherein the audio analyzer component further comprises the elements of:

a word spotting component to locate and identify pre-defined terms or patterns in the speech elements of the interaction data;

an emotion analysis component to locate and identify positive or negative emotions in the interaction data; and

a talk analyzer component to identify and locate specific pre-defined speech events in the speech elements of the information data.

13-14. (Cancelled).

15.   (Previously Presented) The apparatus of claim 1 wherein the interaction media comprises at least one data packet carrying voice or other media over internet protocol.

16.   (Previously Presented) The apparatus of claim 1 wherein the region of interest is a specific segment of the interaction media that is analyzed to extract meaningful interaction-specific information in an organization.

17.   (Previously Presented) The apparatus of claim 1 wherein the interaction is associated with an at least one computer telephony integration event occurring during the interaction.

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18.   (Cancelled).

19.   (Currently Amended) A method for event-driven content analysis, within a computerized system having a processing unit and a storage unit, the method comprising the steps of:

     receiving an audio interaction media between an organization and a customer, the interaction media associated with an at least one event, the interaction media recorded by an audio or video recording device;

     determining an at least one pivot spot, being a time position, on the interaction media;

     determining the time limits of the at least one segment of the interaction media to be analyzed, said limits defining an initial region of interest within the interaction;

     reducing the initial region of interest by performing an at least one first audio analysis on the initial region of interest and reducing the initial region of interest in accordance with a result of the at least one fist first audio analysis, to obtain a region of interest; and

     performing an at least one second audio analysis on the region of interest, wherein the first audio analysis and the second audio analysis are selected such that the second audio analysis requires more computing resources than the first audio analysis.

20.   (Cancelled)

21.   (Currently Amended) The method of claim 19 further comprising the step of selecting the first audio analysis or the second audio analysis is based on the at least one event associated with the interaction.

22.   (Cancelled)

23.   (Currently Amended) The method of claim 19 further comprising the step of selecting a parameters for the first audio analysis or the second audio analysis.

24. (Cancelled)

25. (Previously Presented) The method of claim 19 wherein the region of interest is predetermined by an apparatus.

26. (Original) The method of claim 19 further comprises the steps of receiving interaction data and associated meta-data from an at least one interaction.

27. (Currently Amended) The method of claim 19 wherein the first audio analysis or the second audio analysis comprises analyzing speech elements of the interaction data for the presence of pre-defined words or phrases.

28. (Currently Amended) The method of claim 19 wherein the first audio analysis or the second audio analysis comprises analyzing speech elements of the interaction data to detect positive and negative emotions.

29. (Currently Amended) The method of claim 19 wherein the first audio analysis or the second audio analysis comprises analyzing speech elements of the interaction data for pre-defined speech patterns.

30. (Previously Presented) The method of claim 19 further comprises the steps of

   identifying an at least one pre-defined computer telephony integration event in the interaction data; and

   identifying an at least one pre-defined screen event in the interaction data.

31. (Cancelled)

32. (Previously Presented) The method of claim 19 further comprises performing an at least one content analysis step during capturing of the interaction data and the interaction meta-data.

33. (Previously Presented) The method of claim 19 wherein the at least one pivot spot or the region of interest are determined based on an event external to the interaction.

34.   (Previously presented) The apparatus of claim 1 wherein the pivot spot is determined using at least one item selected from the group consisting of: a Computer Telephony Integration event; a screen event; an emotional level; and a spotted word.

35.   (Previously presented) The method of claim 19 wherein the pivot spot is determined using at least one item selected from the group consisting of: a Computer Telephony Integration event; a screen event; an emotional level; and a spotted word.

36.   (Currently Amended) The apparatus of claim 1 wherein the first <u>audio</u> analysis component used for reducing the initial region of interest is selected from the group consisting of: a ~~predetermined length,~~ speaker separation component, ~~audio analysis component , Computer Telephony Integration event analysis component, Customer Relationship Management (CRM) event analysis component, screen event analysis component;~~ emotional level analysis component, word spotting analysis component, audio event analysis component, dual tone mufti frequency (DTMF) event analysis component, and event priority analysis component.

37.   (Currently Amended) The method of claim 19 wherein reducing the initial region of interest is done according to an item selected from the group consisting of: ~~a predetermined length,~~ speaker separation, audio analysis, ~~CTI event analysis, CRM event analysis, screen event analysis;~~ emotional level analysis, word spotting analysis, audio event analysis, DTMF event analysis, and event priority analysis.

38.   (Previously presented) The apparatus of claim 1 wherein the captured interaction is between an agent and a customer.

39.   (Previously presented) The method of claim 19 wherein the interaction media captures an interaction between an agent and a customer.

40.   (Cancelled)

41.   (Previously presented) The method of claim 19 wherein the method is used for detecting customer churn indications, wherein the pivot spot is defined using a CTI

hold event or a cancellation-related screen event; and wherein the region of interest is defined using emotion analysis or word spotting.

42.   (Previously presented) The method of claim 19 wherein the method is used for verifying that an agent requested a customer's permission to put the customer on hold, wherein the pivot spot is the time the agent put the customer on hold, the initial region of interest is the whole interaction, and wherein the region of interest is defined by a first predetermined number of seconds prior to the pivot spot and a second predetermined number of seconds following the hold.

43.   (Previously presented) The method of claim 19 wherein the method is used for measuring the effectiveness of a promotion offer to a customer requesting the termination of the service, wherein the pivot spot is the time of a screen event related to offering a promotion or to an account being saved or lost, and wherein the region of interest is defined by a first predetermined number of seconds prior to the pivot spot.

44-45. (Cancelled).

46.   (Previously Presented) The apparatus of claim 1 wherein the at least one pivot spot or the region of interest are determined based on an event external to the interaction.

47.   (Previously Presented) The method of claim 19 wherein the reducing step is repeated two or more times.